ALLEGATO 6

(estratto)

“Market Approach For Growth”

(1994)

MARKET APPROACH

FOR

GROWTH

Milan, April 13, 1994

CUSTOMER BASE.
BY CUSTOMER S TYPE AND SECTOR

		MAJOR 18	LARGE 132	MEDIUM 843	SMALL 1742
GOV.	MILITARY	4	10	3	0
	MIN./UTIL.	6	34	49	3
	TRANSPORT	1	9	29	111
LOC. GOV.	HEALTH		10	73	28
	MUNICIPALITIES	1	12	83	-
	UNIVERSITIES		4	17	5
FIN.	BANKS	3	14	33	0
	RURAL BANKS		5	189	54
	INSURANCES	2	1	19	41
MFG./ RESETR.	FOOD DIST/MFG		14	36	
	METALWORK	1	3	72	
	TEX./CLOTHES		2	42	
	OTHER		14	198	1500

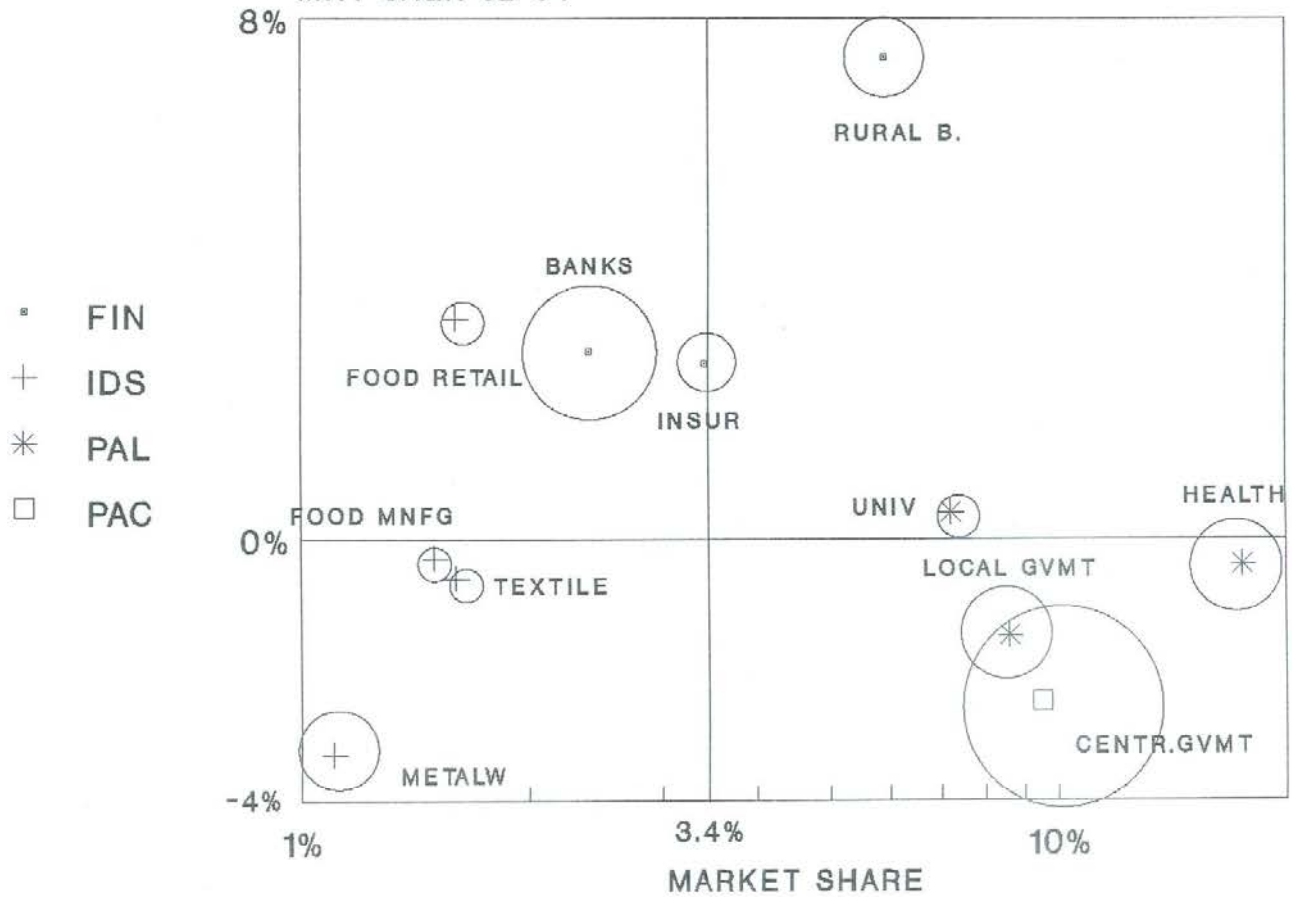
_____ SVS= STRATEGICAL VERTICAL SECTOR, 94

(oval) = PARC MANAGEMENT 94

SYSTEMS INSTALLED BY PLATFORM AND CUSTOMERS TYPE

	MAJOR	LARGE	MEDIUM	SMALL	TOTAL
GCOS 8	56	60	16		132
GCOS 7	4	74	213	30	321
GCOS 6	509	542	707	483	2241
GCOS 4	8	34	377	904	1323
UNIX	100	218	410	357	1085
TOTAL SYSTEMS	677	928	1723	1774	5102
TOTAL CUSTOMERS	18	132	843	1742	2735

BULL POSITIONING
STRATEGIC VERTICAL SEGMENTS
MKT CAGR 92-94
8%
0%
-4%
RURAL B.
BANKS
FOOD RETAIL
INSUR
FOOD MNFG
TEXTILE
METALW
UNIV
HEALTH
LOCAL GVMT
CENTR.GVMT
1%
3.4%
10%
MARKET SHARE
FIN
IDS
PAL
PAC

MPBCG

BULL POSITIONING
OFFER SEGMENTS
MKT CAGR 92-94
10%
5%
0%
-5%
-10%
-15%
-20%
-25%
0%
2%
3,4%
4%
6%
8%
10%
MARKET SHARE
SW
S.I.S.
MAINT.
P.C.
MINI UNIX
MINI PR.
MAINFRAME
HARDWARE
SW
MAINT
SERVICES
= 30 BL
bull9516